

Fig.1

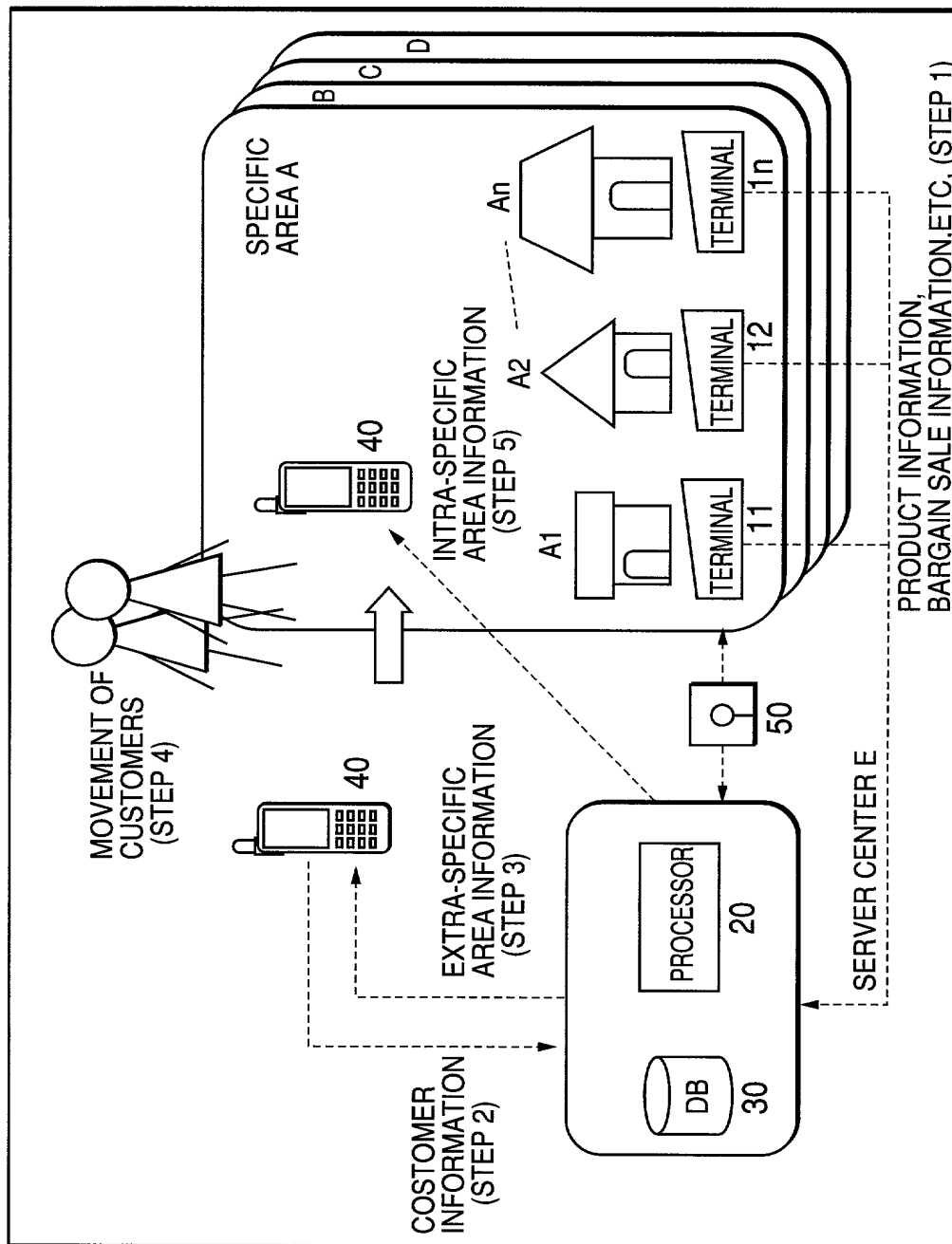


Fig.2

	A		B		C		D	
	CUSTOMER INFORMATION STORAGE AREA		CUSTOMER INFORMATION STORAGE AREA		CUSTOMER INFORMATION STORAGE AREA		CUSTOMER INFORMATION STORAGE AREA	
11	INTRA-SPECIFIC AREA INFORMATION	EXTRA-SPECIFIC AREA INFORMATION	INTRA-SPECIFIC AREA INFORMATION	EXTRA-SPECIFIC AREA INFORMATION	INTRA-SPECIFIC AREA INFORMATION	EXTRA-SPECIFIC AREA INFORMATION	INTRA-SPECIFIC AREA INFORMATION	EXTRA-SPECIFIC AREA INFORMATION
12	INTRA-SPECIFIC AREA INFORMATION	EXTRA-SPECIFIC AREA INFORMATION	INTRA-SPECIFIC AREA INFORMATION	EXTRA-SPECIFIC AREA INFORMATION	INTRA-SPECIFIC AREA INFORMATION	EXTRA-SPECIFIC AREA INFORMATION	INTRA-SPECIFIC AREA INFORMATION	EXTRA-SPECIFIC AREA INFORMATION
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1n	INTRA-SPECIFIC AREA INFORMATION	EXTRA-SPECIFIC AREA INFORMATION	INTRA-SPECIFIC AREA INFORMATION	EXTRA-SPECIFIC AREA INFORMATION	INTRA-SPECIFIC AREA INFORMATION	EXTRA-SPECIFIC AREA INFORMATION	INTRA-SPECIFIC AREA INFORMATION	EXTRA-SPECIFIC AREA INFORMATION

Fig.3

EXAMPLES OF INFORMATION DISTRIBUTION

INFORMATION MAIL PINPOINTING ON VISITING CUSTOMERS	
<p><u>COMMON INFORMATION MAIL</u></p> <p>SHOPPING INFORMATION IS TRANSMITTED ABOUT ONCE EVERY HOUR FROM STORES WITH WHICH CUSTOMERS REGISTERED THEMSELVES. EVEN FROM THE SAME STORE INFORMATION IS TRANSMITTED MORE THAN ONCE WITH THE LAPSE OF TIME.</p>	<p><u>POSITIONAL INFORMATION</u></p> <p>FROM SHOPPING MALL A: TODAY, WE HAVE THE PLEASURE OF INTRODUCING A NEW FASHION FOR SPRING 1999. THE THEME FOR THIS SPRING IS TRAD-CASUAL. AT A GLANCE, THE PRODUCTS MAY LOOK LIKE ORDINARY BASIC ITEMS, BUT THEY EMBODY COMMITMENT TO EXCELLENCE EVEN TO THE FINEST DETAIL...</p>
<p><u>TRANSMITTED AT 11:30:</u></p> <p>FROM STORE XX: THANK YOU VERY MUCH FOR COMING OVER TO SHOPPING MALL A. WE ARE HOLDING A SPECIAL SALE OF WINTER WEAR. IN THE AFTERNOON, WE WILL OFFER CUT AND SEWN ITEMS AT SPECIAL DISCOUNT PRICES FOR ONLY TODAY...</p>	<p><u>TRANSMITTED AT 13:45:</u></p> <p>FROM STORE YY: A 30-MINUTE LIMITED SPECIAL DISCOUNT SALE WILL SOON BEGIN. ALL ITEMS FOR THIS WINTER WILL BE OFFERD AT 50 TO 80% OFF!! DON'T MISS THE CHANCE.</p>

Fig.4

IMAGE OF BARGAIN SALE

- THE SCREEN ON THE PORTABLE TERMINAL WILL LOOK LIKE AS ILLUSTRATED BELOW.
- THE PRICES AND STOCK VOLUMES OF THE GOODS ARE STATED ON THE SCREEN.
- CUSTOMERS CAN DECIDE WHEN TO BUY WHILE WATCHING THESE ITEMS OF INFORMATION.

